



For immediate release

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**Major new sales representation and support package for publishers
launched by ACCUCOMS in Europe and North America**

ACCUCOMS BV, a leading provider of sales and marketing services to scholarly and society publishers, today announced the launch of a major new sales representation and support package designed to help publishers increase revenues from the important markets of Europe and North America.

“We are well known in the industry for providing professional and effective marketing services,” said Pinar Erzin, Managing Director of ACCUCOMS. “We have a particularly strong reputation for telemarketing and outsourced multilingual customer service, but our clients have increasingly been asking us if we can also provide sales representation. They trust us to represent them in a professional and friendly manner and know that we will generate measurable results – these are the founding principles of our business.”

“We have developed our sales representation and support package to meet a range of different needs,” continued Egon Menardi, Sales Director at ACCUCOMS. “Large publishers with their own sales team may require tailored support for lead generation and also for generating business from smaller institutions while their staff concentrate on the larger accounts. Smaller publishers and societies will benefit from our complete sales representation package, which, within Europe, includes multilingual customer service support – it’s an effective way for them to compete for institutional sales alongside larger organizations with in-house sales teams.”

The ACCUCOMS sales managers based in Europe and North America can research leads, visit potential customers, give demonstrations, arrange trial access and negotiate site license access for individual institutions, large corporations, multi-nationals and consortia.

“Our service goes beyond sales representation,” Egon continued. “We are also able to attend industry events on our clients’ behalf. This can save them valuable time and money without losing presence in the market.” As well as managing and staffing exhibits, ACCUCOMS staff can also deliver dedicated presentations and host meetings.

About ACCUCOMS

ACCUCOMS BV is an independent company providing specialist sales and marketing services for scholarly and society publishers worldwide. Based in The Netherlands, with a satellite office in the US, ACCUCOMS provides cost-effective and efficient inbound and outbound telemarketing, sales representation and support, market research and customer service.

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